

Third Annual White Sale

Greatest Yearly Bargain Event, which the People of Arizona Invariably Await with Keenest Anticipation

Feb. 19, at 9 a. m. And Will Last Just 6 Days NO LONGER

a permanent feature of the business. So widely and so well has it been advertised by pleased patrons that the mere buyers who know by repeated tests that the price saving is real and too valuable to neglect. But marvelous as have been year's assemblage is better than any of them. Women were never asked to view such a magnificent array of "White" as of values—splendid, incomparable values. We have shut our all-seeing eyes to many of the cost marks and simply put prices

and every state of pocket book.

it---for Every Woman in Phoenix and Every Out-of-Town Customer

Items are all of sterling worth, fit for the needs and fashions of today. This double-page ad. can give but the opening chapter of our great sale in qualities and figures more forcibly than we can in words. From day to day additional attractions will be told in our announcements. Watch for details



It's Here--Here at Last

ed "Dyer" Muslin Underwear Sale

placed his orders with Col. M. Wilber Dyer, the man of "White" fame. As in the past we have bought only as skilled cutters and needle workers can produce. The materials and trimmings are the prettiest and best under the most perfect sanitary conditions, in well-lighted and well ventilated factories--the "Dyer" factories. Sale is, a glance at these items and illustrations, or even better, a trip to the store to see the goods must satisfy or low prices.

Chemise	Corset Covers	Drawers
LADIES MUSLIN CHEMISE —Round neck, edged with embroidery; bottom finished with ruffle; regular 65c value. Sale price 49c LADIES' CAMBRIC CHEMISE —Round neck, edged with ribbon; regular 79c value. Sale price 79c LADIES' CAMBRIC CHEMISE —Square yoke, neatly trimmed with pretty embroidery, beading and ribbon; ruffled neck; ruffle of wide Hamburg embroidery; a pretty \$1.25 garment. Sale price 99c LADIES SKIRT CHEMISE —Made of cambric, front trimmed with embroidery or lace insertion; arm and neck edged with trimming to match; ruffle at bottom full tucked; another style finished with 2 rows of Valenciennes lace insertion; best \$1.00 garment you ever saw. Sale price 79c LADIES SKIRT CHEMISE —Two rows of good quality nainsook; one trimmed in dainty embroidery edge, ribbon and beading; ruffle on skirt embroidery trimmed; the other has yoke of prettily snowball lace, flounce on skirt ably trimmed; a regular \$1.50 garment. Sale price 99c LADIES SKIRT CHEMISE —Of cambric, lawn or nainsook, the prettiest French creation ever offered; gorgeously trimmed yokes of finest lace and needle work effects, ribbon run through front; deep tucks; deep tuck flounces finished with trimming to match; regular \$2.00, \$2.50 and \$3.00 values. Sale price \$1.98, \$1.69 and \$1.49	CAMBRIC CORSET COVERS —Lace edged, perfect fitting; regular 50c value. Sale price 50c CAMBRIC CORSET COVERS —Lace and embroidery trimmed; regular 15c and 20c ones. Sale price 10c CAMBRIC CORSET COVERS —Trimmed with snowball lace edging and insertion, with ribbon run through the beading; dirt cheap at 25c. Sale price 15c CAMBRIC AND LONG CLOTH CORSET COVERS —A good many different styles, full front; one with rows of Valenciennes lace insertion, lace edged at neck, beading and ribbon; another with torchon lace trimming; still another with embroidery edging and insertion, and last but not least, one with fine, Mexican drawn work; all sizes; 40c and 50c values. Sale price 25c CAMBRIC AND LONG CLOTH CORSET COVERS —Three styles: First, a French style, with front of three rows of Valenciennes insertion; the other style consists of garments extensively trimmed with Point de Paris lace and insertion; still another style with front almost covered with torchon insertion, ribbon and beading; all sizes at 50c. Sale price 39c CHOICE CORSET COVERS —In either cambric or nainsook; back and front almost entirely of lace, finished with ribbon and beading; styles copied from French designs; well worth 75c. Sale price 49c FINEST NAINSOOK CORSET COVERS —Most elaborate affairs, beautifully trimmed in spiderweb lace, Swiss and nainsook, embroidery; finished with dainty ribbon and beading; worth up to \$2.00. Sale price 99c, 89c, 79c and 69c	LADIES' MUSLIN DRAWERS —Umbrella style, deep hemstitched ruffle; actual 20c value. Sale price 15c LADIES' MUSLIN DRAWERS —With wide umbrella ruffle and three hemstitched tucks; the usual 25c kind. Sale price 19c LADIES' CAMBRIC DRAWERS —Umbrella style, deep lawn ruffle finished with lace insertion; sold all over at 35c. Sale price 19c LADIES' UMBRELLA DRAWERS —In cambric and muslin, ten different styles, some with deep India linen ruffle, finished with cluster of hemstitched tucks, edged with embroidery; others have deep torchon lace flounce; still others are finished with Valenciennes lace edging; bona fide 40c values. Sale price 25c LADIES' MUSLIN DRAWERS —Umbrella style, lawn ruffle with two rows of Valenciennes or torchon insertion, edged with lace of the same order; elegant 50c garments. Sale price 39c LADIES' CAMBRIC DRAWERS —Umbrella shape, lawn flounce with cluster of hemstitched tucks, edged with deep embroidery and lace; regular 65c and 75c values. Sale price 49c LADIES' EXTRA SIZE UMBRELLA DRAWERS —Of good quality muslin, with deep ruffle, neatly tucked and finished with pretty Hamburg edging; excellent 75c values. Sale price 59c LADIES' CAMBRIC DRAWERS —Umbrella shape, wide flounce of lawn trimmed with Swiss embroidery; a handsome 90c garment. Sale price 69c LADIES' CAMBRIC DRAWERS —Umbrella shape, with deep ruffle of embroidery, handsomely finished; genuine \$1.00 value. Sale price 79c LADIES' UMBRELLA DRAWERS —Of excellent quality cambric; flounce of six rows of Valenciennes lace edging, headed by embroidery beading and ribbon; the finest you ever saw at \$1.25. Sale price 99c LADIES' SWELL UMBRELLA DRAWERS —Of French nainsook; one style trimmed with deep nainsook embroidery ruffle; another with pompadour lace, making a deep ruffle and a band of fancy beading with satin ribbon run through it; magnificent values at \$2.00, \$2.50 and \$3.00. Sale price \$1.98, \$1.49 and \$1.29

Children's Undermuslins
CHILDREN'S MUSLIN DRAWERS —Finished with three small tucks over inch hem, cut over best patterns; sizes 2 to 6 years. Sale price 5c CHILDREN'S MUSLIN DRAWERS —Made and finished the same as item above; sizes 8 to 12 years. Sale price 10c CHILDREN'S MUSLIN NIGHT GOWNS —Yoke of all-over hemstitched tucks and needle work insertion; dainty embroidery ruffle at neck and sleeves; sizes 2 to 14 years; excellent 75c value. Sale price 49c LADIES' CAMBRIC GOWNS —Yoke of neat little pin tucks, beading and ribbon; neck and sleeves handsomely finished; actual 75c values. Sale price 59c



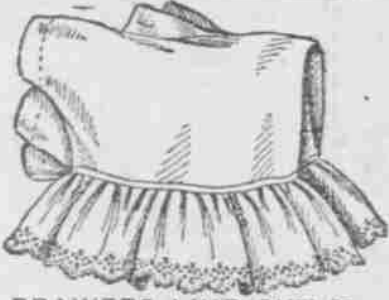
DRAWERS LIKE CUT 39c.



THIS CORSET 39c.



DRAWERS LIKE CUT 49c.



DRAWERS LIKE CUT 25c.



THIS CORSET COVER 25c.



DRAWERS LIKE CUT 15c.



THIS CORSET COVER 15c.

Annual Embroidery Sale

THE LADIES IN THIS PART OF THE COUNTRY HAVE LEARNED TO EXPECT SOMETHING UNUSUAL WHEN THE BIG STORE TALKS EMBROIDERIES. IT'S THE ONE CONSPICUOUS, COMMANDING FIGURE, THE BUYER'S CENTRAL POINT WHEN EMBROIDERY IS NEEDED. THERE ARE OTHERS, OF COURSE, BUT THEY AIN'T IN IT. HERE CENTERS THE LARGEST ASSORTMENT OF RICHEST AND BEST IN EMBROIDERIES—AT PRICES THAT MAKE OTHER STORES LOOK LIKE PIGMIES. READ ON:

LOT ONE—HUNDREDS OF PIECES OF HAMBURG AND NAINSOOK EDGINGS, INSERTIONS AND BEADINGS—in widths up to four inches; all clean, new goods, in a splendid variety of patterns; at all other times they would sell as high as 15c, but during the Dyer White sale at our store the Sale Price will be, per yard **7c**

LOT THREE—500 YARDS OF CORSET COVER EMBROIDERIES—15 to 18 inches wide, in choice, effective patterns, worth up to 50c. Sale price, yard **25c**
 LOT FOUR—1200 YARDS OF EXTRA FINE NAINSOOK AND SWISS EMBROIDERIES—From 5 to 9 inches wide, charming designs in blind and open effects; regularly sold from 50c to 75c. Sale price, yard **25c**
 LOT FIVE—25 PIECES OF ALL-OVER EMBROIDERY—From 18 to 22 inches wide, exquisite floral patterns on nainsook and Swiss; worth all the way up to \$2.50 per yard. Sale price, yard **98c**

LOT TWO—WE DON'T KNOW HOW MANY THOUSANDS OF YARDS OF HAMBURG AND NAINSOOK EDGINGS, INSERTIONS AND BEADINGS ARE IN THIS LOT—There are hundreds of beautiful designs from 5 to 10 inches wide, usually priced at 20c and 25c per yard. Sale Price, per yard **10c**

The Collection Also Includes High-Class Novelties

EXCLUSIVE DESIGNS IN FLOUNCINGS, MEDALLIONS, MATCHED SETS, DEMI-FLOUNCINGS AND TWO-TONED EMBROIDERIES.

EMBROIDERED ROBES—The newest creations for street and evening wear—fine embroidered Balise Robes, complete with skirt and plain material for the waist and embroidered edges to match skirt; during this mammoth Dyer White sale at our store the special Sale Price will be **\$16.50, \$15, and \$13.50**

LINGERIE WAIST PATTERNS—Made on fine cloth with beautiful lace insertion and embroidered fronts, collars and cuffs, and plain material enough to make the entire waist; during this Dyer White sale at our store special values will range from **\$1.25 up to \$5.00**

White Silk Values

White Jap Silks

White Jap Silks

A good serviceable quality, pure lustrous white, the kind that doesn't care if you give it a tubbing; 27 inches wide and unmatchable at 50c. Sale price, yard **34c**

An unusually heavy quality; a delightful white, fully 36 inches wide; superior to any you ever saw at \$1.00. Sale price, while the two pieces last, yard **73c**

A Sample Line of Ladies White Shirt Waists

At Less than One-Third Their Actual Value

We have been very fortunate indeed to receive this sample lot at this time; it's the most extensive we've ever been able to acquire. More than a hundred styles—spring 1906 creations—in Balise, Lawn and Linen, one surpassing the other in beauty. A showing representative of all that's new in making and trimming. There is such a wide variety at such price that it is impracticable to describe every waist in detail. It's a line that will add zest to the "White" selling. Women who appreciate extra good value ought to try to be here Monday at 9 o'clock sharp, as the lot will not last long. Just one drawback as to size—almost all are 34 bust. Head the price list:

\$1.25 Waists at **89c**
 \$1.75, \$2.00 and \$2.25 Waists at **\$1.49**
 \$2.50, \$3.00 and \$3.50 Waists at **\$1.98**
 \$4.00, \$4.50 and \$5.00 Waists at **\$3.19**

WHERE QUALITY COUNTS.

The New York Store
 PHOENIX, ARIZONA.